

 Starting today...

 your ideas about buying cameras

 will never be the same



**Now... Graflex introduces a new concept
in camera systems that lets you
custom-build... in seconds...
a virtually unlimited range of compact,
easy-to-handle, precision cameras!**

Here is photography's first complete and truly flexible system. Making photographic history, the new Graflex xi gives you the camera that's everything you want today... and everything you'll need tomorrow! • Graflex xi is a brilliantly designed, all-new system of components that combine to offer you virtually unlimited applications... industrial, aerial, news, sports, portrait, police, macrophotography, fashion, photocopying... and many, many more!

- Consisting of trim, easy-to-handle camera bodies and film holders...

as well as a complete range of high resolution lenses... Graflex xi lets you custom-select your own format *using the total negative area*. Each part is precision-engineered in the highest tradition of Graflex quality. No longer do you have to collect a variety of cameras to cover the scope of your creative activity. Graflex xi opens up new horizons for you, whether you are an advanced amateur or professional photographer.

- The Graflex xi is indeed a system of systems. It offers you the unique convenience of compact lightweight handling, the precision of finely ground lenses and the economy of purchasing components only when you need them.
- You'll be able to see the revolutionary new Graflex xi at your dealer's soon. Examine it critically. See how it will continue to grow... and provide a lifetime of opportunities for you.



Camera body with
bright-line rangefinder/viewfinder



Camera body without
rangefinder or viewfinder



Camera body for
45mm extreme wide angle

announcing...the revolutionary new

graflex

xi

Graflex | General Precision



41mm f/8 Super Angulon
Extreme Wide Angle

3/5



50mm f/8 Planar



100mm f/5.6 Tessar



50mm f/3.5 Xenar



50mm f/8 Gohdaigen
Wide Angle



50mm f/0.8 Heligon



100mm f/5.6 Planar



100mm f/4.5 Sonnet

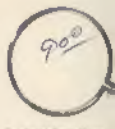
400



Pry/b Rapid-Vision Film Holder
8 exposures 2 1/2 x 3 1/4



Film Holder
2 sheet 2 1/2 x 3 1/4



Quick Focus Lever

systems



Versa Film Holder
10 exposures 35 x 35



8x10 Rapid-Versa Film Holder
10 exposures 35 x 35



8x10 Rapid-Versa Film Holder
10 exposures 35 x 35

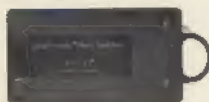


8x10 Rapid-Versa Film Holder
20 exposures 35 x 35

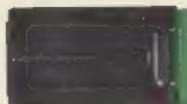
X



Polaroid Pack Film Holder
5 x 8



Graflex Bahael film Magazine
25 x 35



Film Pack Adapter
10 exposures 35 x 35



8x10 Film Carriages

28 95



Polaroid Pack Film Holder



8x10 Rapid-Versa 70mm Holder
50 exposures 35 x 35



Graflex xl Back Panels and Hood

X



Quick Focus Lever



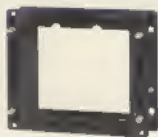
A variety of carrying cases



Graflex xl Multi-View



Sports Finders for 45mm, 50mm
and longer lenses






Sensors (1-1) Copy & Macro shots

Also included in the initial
Graflex xl camera systems
are the following components:

- Special xl lensshade and filter holder
- Focusing panel with Ektalite field lens
- Focusing panel less Ektalite field lens
- Focusing panel with perspective grid lines
- xl body cable release for the Polaroid pack film holder
- New clip-on masks for the xl sports finders
- The versatile line of Graflex® and Graflex Strobeflash® joins in as part of the xl system

Graflex xl is economical. Graflex xl is versatile. You buy only the components you require. It is designed as a system that makes expensive investments in several separate cameras a thing of the past. Before you decide on your next camera, get the feel of the Graflex xl in your hands... indeed the system of systems.


New from Graflex...

your choice of  camera bodies
 lenses  film holders
and  accessories...

to put you in command
of any photographic situation!



systems

and
still more
coming  with the
growing
Graflex xl

The initial Graflex xl components, complete as they are, are just the beginning of the most comprehensive camera system ever known! - More and more components will be added in the future to help you custom build the exact system of photography that you want. For example, an oscilloscope camera system is coming. Also a copy camera system and a view camera system. Thus you can see the Graflex xl will be the first complete camera system . . . to put you in command of any photographic situation. Here is the beginning of new creative freedom, exciting new vistas in photography.

WITH GRAFLEX
the Pay-off
is in the Picture

GRAFLEX is a subsidiary of
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Beverly Hills, CA 90210
In Canada
Graflex Canada Limited
47 Dundas Street, Toronto, Ontario

